Listing of the Claims

The following is a complete listing of all the claims in the application, with an indication of the status of each.

1   1. (Currently Amended) An information providing system, comprising:

2   an information providing means having

3   means for storing a customer information data representing attributes of a

4   customer,

5   means for generating a ~~of delivering~~ first information data reflecting

6   ~~including a pre-determined program or~~ a predetermined advertisement,

7   means for generating a customer-specific advertisement data based, at

8   least in part, on said customer information data and said first information, and

9   including a communication address corresponding to said customer,

10   ~~via~~ a first information transfer path for transmitting said first information

11   data to a plurality of destinations, and

12   ~~second information including additional information relating to said first~~

13   ~~information via~~

14   a second information transfer path for transmitting said customer-specific

15   advertisement data to a destination based on said communication address; and

16   an ~~at least one~~ information receiving terminal ~~for a customer~~ constructed and

17   arranged to receive ~~that receives~~ said first information data and said customer-specific

18   advertisement data ~~second information~~ via said first and second information transfer

19   paths respectively,

20   ~~wherein in case of transmitting said second information to said at least one~~

21   ~~information receiving terminal, said second information providing means transmits said~~

22   ~~second information addressed to said at least one information receiving terminal, said~~

23 ~~second information having been prepared for a customer corresponding to customer~~

24 ~~information relating to said customer, and~~

25 wherein ~~simultaneously~~ said first information transfer path~~, which is used in case~~

26 ~~that said first information is transmitted and received between said information providing~~

27 ~~means and said at least one information receiving terminal,~~ and said second information

28 transfer path~~, which is used in case that said second information is transmitted and~~

29 ~~received between said information providing means and said at least one information~~

30 ~~receiving terminal,~~ are different <u>from one another</u>.

1 2. (Currently Amended) An information providing system, comprising:

2 <u>a</u> first information providing means <u>for transmitting to a plurality of destinations,</u>

3 ~~that delivers~~ via a first information transfer path<u>, a</u> first information <u>data reflecting</u>

4 ~~including~~ a pre-determined ~~program and~~ advertisement;

5 <u>a</u> second information providing means <u>having means for storing a customer</u>

6 <u>information data representing attributes of a customer, and having means for generating</u>

7 <u>and transmitting,</u> via ~~that delivers via~~ a second information transfer path<u>, a customer-</u>

8 <u>specific advertisement data having a destination address corresponding to said customer,</u>

9 <u>said customer-specific advertisement data</u> ~~information~~ <u>based, at least in part, on said</u>

10 <u>customer information and on</u> ~~including detailed information relating to~~ said first

11 information <u>data;</u> and

12 <u>an</u> ~~at least one~~ information receiving terminal <u>accessible by said</u> ~~for a~~ customer,

13 <u>constructed and arranged to receive</u> ~~that receives~~ said first information <u>data</u> via said first

14 information transfer path and ~~receives~~ said <u>customer-specific advertisement data</u> ~~second~~

15 ~~information~~ via said second information transfer path,

16 <u>wherein said first information path and said second information path are different</u>

17 <u>from one another</u>

18 ~~wherein said second information providing means transmits said second~~

19 ~~information addressed to said at least one information receiving terminal, said second~~

20   ~~information having been prepared for a customer corresponding to customer information~~

21   ~~relating to said customer~~.

3. (Withdrawn) An information providing system, comprising:

first information providing means that delivers via a first information transfer path first information including a pre-determined program and advertisement;

second information providing means that delivers via a second information transfer path second information including detailed information relating to said first information;

a first information receiving terminal for a first customer that receives said first information via said first information transfer path and that receives said second information via said second information transfer path responding to an input by said first customer; and

at least one a second information receiving terminal for at least one a second customer that receives at least said second information responding to an input by said at least one second customer,

wherein said first information receiving terminal transmits to said at least one second information receiving terminal for said at least one second customer via said second information providing means recommendation information for said at least one second customer, which was prepared based on either said first or said second information, and

wherein said second information providing means transmits to said first information receiving terminal said second information for said first customer, which was prepared corresponding to first customer information relating to said first customer, responding to a request from said first information receiving terminal, and in case that it received said recommendation information from said first information receiving terminal, it simultaneously transfers said recommendation information to said at least one second information receiving terminal, and transmits to said at least one second information

4

receiving terminal said second information for said at least one second customer, which was prepared corresponding to said recommendation information and second customer information relating to said at least one second customer, responding to a request from said second information receiving terminal.

4. (Withdrawn) The information providing system according to claim 3, wherein said first information receiving terminal prepares recommendation information for a single or a plurality of specific second customers based on said first or said second information responding to a command to transmit said recommendation information to said single or a plurality of second information receiving terminals via said second information providing means.

5. (Withdrawn) The information providing system according to claim 3, comprising evaluation means of making an evaluation for rewarding said first customer responding to a contribution degree by said first customer to prevalence of at least said first information.

6. (Withdrawn) The information providing system according to claim 5, wherein, in case that said first information includes advertising information, said evaluation means makes an evaluation for rewarding said first customer responding to a contribution degree to commercial transaction achievements relating to products or services as an object of an advertisement.

7. (Withdrawn) The information providing system according to claim 3, comprising:
      information management means of managing communication information indicating that at least said first information was prevailed by said first or said second customer; and

information analysis means of executing a collection and analysis process for said communication information to obtain an analysis result on a prevalence situation of said first information, which is to be offered to a provider of said first information.

8. (Withdrawn) The information providing system according to claim 7,

wherein said information analysis means executes a collection and analysis process for said communication information based on customer information of said first and said second customers who transmit and receive at least said first information.

9. (Withdrawn) The information providing system according to claim 3, further comprising:

a third information receiving terminal for said at least one second customer that receives at least prompt report information that corresponds to said recommendation information,

wherein said second information providing means transmits said prompt report information to said third information receiving terminal responding to a request by said first information receiving terminal.

10. (Withdrawn) The information providing system according to claim 3,

wherein said second information providing means transmits to said second information receiving terminal at least prompt report information, which corresponds to said recommendation information, responding to a request by said first information receiving terminal.

11. (Withdrawn) The information providing system according to claim 10, wherein, after said second information providing means transmits to said at least one second information receiving terminal said recommendation information received from said first information receiving terminal, said second information providing means transmits said

prompt report information to said third information receiving terminal in case that no
reply from said at least one second information receiving terminal is present within a pre-
determined time.

12. (Withdrawn) The information providing system according to claim 3, wherein
said customer information includes at least one of a name, a race, a nationality, sex,
an address, an age, and an occupation.

1   13. (Currently Amended) An information providing method, comprising:

2   storing a customer data representing attributes of a customer;

3   transmitting an ~~information providing step of delivering first information~~

4   ~~including a pre-determined program or~~ advertisement data via a first information

5   transfer path, and a customer-specific advertisement data based on said advertisement

6   data and said customer data and having a destination address corresponding to said

7   specific customer ~~second information including additional information relating to said~~

8   ~~first information~~ via a second information transfer path; and

9   ~~an information receiving step of~~ receiving said advertisement data and said

10   customer-specific advertisement data ~~first information and said second information~~ via

11   said first and second information transfer paths respectively ~~with~~ at ~~least one~~ an

12   information receiving terminal associated with said customer,

13   wherein~~, in said information providing step, in case of transmitting said second~~

14   ~~information to said at least one information receiving terminal with said information~~

15   ~~providing means,~~ said transmitting of said advertisement is to a plurality of customers

16   and said transmitting of said customer-specific advertisement is, in accordance with said

17   destination address, ~~second information addressed~~ to said ~~at least one~~ information

18   receiving terminal~~, said second information having been prepared for a customer~~

19   ~~corresponding to customer information relating to said customer, is transmitted,~~ and

20   wherein ~~simultaneously~~ said first information transfer path, ~~which is used in case~~

21   ~~that said first information is transmitted and received between said information providing~~

22   ~~means and said at least one information receiving terminal,~~ and said second information

23   transfer path, ~~which is used in case that said second information is transmitted and~~

24   ~~received between said information providing means and said at least one information~~

25   ~~receiving terminal,~~ are different <u>from one another.</u>

1   14. (Currently Amended) An information providing method, comprising:

2   <u>storing a customer data representing attributes of a customer;</u>

3   transmitting ~~a first information providing step of delivering first information~~

4   ~~including a pre-determined program or~~ <u>an</u> advertisement <u>data</u> via a first information

5   transfer path<u>;</u> ~~with first information providing means,~~

6   <u>generating a customer-specific advertisement data based, at least in part, on</u>

7   <u>said customer data and said advertisement data, and having a destination address</u>

8   <u>corresponding to said customer;</u>

9   <u>transmitting said customer-specific advertisement data</u> ~~a second information~~

10   ~~providing step of delivering second information including detailed information relating to~~

11   ~~said first information~~ via a second information transfer path <u>to a receiving terminal</u>

12   <u>associated with said customer</u> ~~with second information providing means~~;

13   ~~an information receiving step of~~ receiving<u>, at said receiving terminal,</u> said

14   <u>advertisement data</u> ~~first information~~ via said first transfer path and ~~of receiving~~ said

15   <u>customer-specific advertisement data</u> ~~second information~~ via said second information

16   transfer <u>path</u> ~~means with at least one receiving terminal for a customer, and~~

17   ~~wherein, in said second information providing step, with said second information~~

18   ~~providing means, second information addressed to said at least one information receiving~~

19   ~~terminal, which was prepared for a customer corresponding to customer information~~

20   ~~relating to said customer, is transmitted.~~

15. (Withdrawn) An information providing method, comprising;

a first information providing step of delivering first information including a pre-determined program or advertisement via a first information transfer path with first information providing means;

a second information providing step of delivering second information including detailed information relating to said first information via a second information transfer path with second information providing means;

a first information receiving step of receiving said first information via said first transfer path and of receiving said second information via said second information transfer path responding to an input by a first customer with a first information receiving terminal for said first customer; and

a second information receiving step for at least one second customer of receiving at least said second information responding to an input by said at least one second customer via said second information transfer path with a second information receiving terminal for said at least one second customer,

wherein, with said first information receiving terminal, recommendation information for at least said at least one second customer, which was prepared based on said first or said second information, is transmitted to said at least one second information receiving terminal for said at least one second customer via said second information providing means responding to an input by said at least one second customer, and

wherein said second information providing means transmits to said first information receiving terminal said second information for said first customer, which was prepared corresponding to first customer information relating to said first customer, responding to a request from said first information receiving terminal, simultaneously, in case that it received said recommendation information from said first information receiving terminal, second information providing means transmits said recommendation information to said at least one second information receiving terminal, and transmits to said at least one second information receiving terminal said second information for said

at least one second customer, which was prepared corresponding to said recommendation information and second customer information relating to said at least one second customer, responding to a request from said at least one second information receiving terminal.

16. (Withdrawn) The information providing method according to claim 15, further comprising:

an evaluation step of making an evaluation for rewarding said first customer responding to a contribution degree by said first customer to prevalence of at least said first information.

17. (Withdrawn) The information providing method according to claim 16, wherein, in case that said first information includes advertising information, an evaluation is made for rewarding said first customer responding to a contribution degree to commercial transaction achievements relating to products or services as an object of an advertisement.

18. (Withdrawn) The information providing method according to claim 15, further comprising:

an information management step of managing communication information indicating that at least said first information was prevailed by said first or said at least a second customer; and

an information analysis step of executing a collection and analysis process for said communication information to obtain an analysis result on a prevalence situation of said first information, which is to be offered to a provider of said first information.

19. (Withdrawn) The information providing method according to claim 15, further comprising:

a prompt report information transmission step of transmitting to a third information receiving terminal for said second customer at least prompt report information, which corresponds to said recommendation information, responding to a request by said first information receiving terminal with said second information providing means; and

a prompt report information receiving step of receiving said prompt report information with said third information receiving terminal,

wherein, in said prompt report information transmission step, with said third information means, after said recommendation information received from said first information receiving terminal is transmitted to said at least one second information receiving terminal, said prompt report information is transmitted to said third information receiving terminal in case that no reply from said at least one second information receiving terminal is present within a pre-determined time.

1   20. (Currently Amended) A system comprising record medium in which an information
2   providing program was recorded, wherein a program is recorded for causing a computer
3   to execute:
4   a machine-readable storage medium;
5   a machine-readable program code, stored on the machine-readable storing
6   medium, having instructions for the machine to store a customer data representing
7   attributes of a customer;
8   a machine-readable program code, stored on the machine-readable storing
9   medium, having instructions for the machine to transmit an information providing step of
10   delivering first information including a pre-determined program or advertisement data via
11   a first information transfer path, and a customer-specific advertisement data reflecting
12   said advertisement data and said customer data and having a destination address
13   corresponding to said specific customer second information including additional
14   information relating to said first information via a second information transfer path; and

15   a machine-readable program code, stored on the machine-readable storing

16 medium, having instructions for the machine to receive, at a receiving terminal associated

17 with said customer, said advertisement data and said customer-specific advertisement

18 data, ~~an information receiving step of receiving said first information and said second~~

19 ~~information with at least one information receiving terminal for a customer~~ via said first

20 and second information transfer paths respectively,

21   wherein, in ~~said information providing step, in case of transmitting said second~~

22 ~~information to said information receiving terminal with said information providing~~

23 ~~means, said second information addressed to~~ said instructions for receiving said

24 customer-specific advertisement data are such that said receiving is based, at least in part,

25 on said destination address ~~information receiving terminal, which was prepared for said~~

26 ~~customer corresponding to customer information relating to said customer, is transmitted,~~

27 and

28   wherein ~~simultaneously~~ said first information transfer path~~, which is used in case~~

29 ~~that said first information is transmitted and received between said information providing~~

30 ~~means and said at least one information receiving terminal,~~ and said second information

31 transfer path~~, which is used in case that said second information is transmitted and~~

32 ~~received between said information providing means and said at least one information~~

33 ~~receiving terminal,~~ are different from one another.

1 21. (Currently Amended) A system, comprising ~~record medium in which an information~~

2 ~~providing program was recorded, wherein a program is recorded for causing a computer~~

3 ~~to execute~~:

4   a machine-readable storage medium;

5   a machine-readable program code, stored on the machine-readable storing

6 medium, having instructions for the machine to store a customer data representing

7 attributes of a customer;

8   a machine-readable program code, stored on the machine-readable storing

9   medium, having instructions for the machine to transmit ~~a first information providing~~

10 ~~step of delivering first information including a pre-determined program or~~ an

11 advertisement data via a first information transfer path; ~~with first information providing~~

12 ~~means,~~

13   a machine-readable program code, stored on the machine-readable storing

14 medium, having instructions for the machine to generate a customer-specific

15 advertisement data based, at least in part, on said customer data and said advertisement

16 data, and having a destination address corresponding to said customer;

17   a machine-readable program code, stored on the machine-readable storing

18 medium, having instructions for the machine to transmit said customer-specific

19 advertisement data ~~a second information providing step of delivering second information~~

20 ~~including detailed information relating to said first information~~ via a second information

21 transfer path to a receiving terminal associated with said customer ~~with second~~

22 ~~information providing means;~~

23   a machine-readable program code, stored on the machine-readable storing

24 medium, having instructions for the machine to receive ~~an information receiving step of~~

25 ~~receiving,~~ at said receiving terminal, said advertisement data ~~first information~~ via said

26 first transfer path and ~~of receiving~~ said customer-specific advertisement data ~~second~~

27 ~~information~~ via said second information transfer path ~~means with at least one receiving~~

28 ~~terminal for a customer, and~~

29   ~~wherein, in said second information providing step, with said second information~~

30 ~~providing means, second information addressed to said at least one information receiving~~

31 ~~terminal, which was prepared for a customer corresponding to customer information~~

32 ~~relating to said customer, is transmitted.~~

22. (Withdrawn) A record medium in which an information providing program was
recorded, wherein a program is recorded for causing a computer to execute:

a first information providing step of delivering first information including a
pre-determined program or advertisement via a first information transfer path with
first information providing means;

a second information providing step of delivering second information including
detailed information relating to said first information via a second information transfer
path with second information providing means;

a first information receiving step of receiving said first information via said first
information transfer path and of receiving said second information via said second
information transfer path responding to an input by a first customer with a first
information receiving terminal for said first customer; and

a second information receiving step for at least one a second customer of
receiving at least said second information via said second information transfer path
responding to an input by said at least one second customer with a second information
receiving terminal for said at least one second customer,

wherein recommendation information for said at least one said second customer,
which was prepared based on said first or said second information, is transmitted to said
at least one second information receiving terminal for said at least one second customer
via said second information providing means responding to an input by said at least one
second customer with said first information receiving terminal, and

wherein said second information providing means transmits to said first
information receiving terminal said second information for said first customer, which was
prepared corresponding to first customer information relating to said first customer,
responding to a request from said first information receiving terminal, simultaneously, in
case that it received said recommendation information from said first information
receiving terminal, said second information providing means transfers said
recommendation information to said at least one second information receiving terminal,
and transmits to said at least one second information receiving terminal said second
information for said at least one second customer, which was prepared corresponding to

said recommendation information and second customer information relating to said at least one second customer, responding to a request from said at least one second information receiving terminal.

23. (Withdrawn) The record medium having recorded the information providing program according to claim 22, wherein a program was recorded for causing a computer to execute an evaluation step of making an evaluation for rewarding said first customer responding to a contribution degree by said first customer to prevalence of at least said first information.

24. (Withdrawn) The record medium having recorded the information providing program according to claim 23, wherein, in said evaluation step, in case that said first information includes advertising information, an evaluation is made for rewarding said customer responding to a contribution degree to commercial transaction achievements relating to products or services as an object of an advertisement.

25. (Withdrawn) The record medium having recorded the information providing program according to claim 22, wherein a program is recorded for causing a computer to execute:
    a prompt report information transmission step of transmitting at least prompt report information, which corresponds to said recommendation information to a third information receiving terminal for said second customer, responding to a request by said first information receiving terminal with said second information providing means; and
    a prompt report information receiving step of receiving said prompt report information with said third information receiving terminal, and
    wherein, in said prompt report information transmission step, with said second information providing means, after said recommendation information received from said first information receiving terminal was transmitted to said at least one second information receiving terminal, said prompt report information is transmitted to said third

information receiving terminal in case that no reply from said at least one second

information receiving terminal is present within a pre-determined time.

1   26. (Currently Amended) The information providing system of ~~according to~~ claim 2,

2   wherein the first information providing means includes ~~is~~ a broadcasting system and said

3   second information providing means is an information management center.

1   27. (Currently Amended) The information providing system of ~~according to~~ claim 26,

2   wherein the first information transfer path is a wireless media ~~transfer path~~ and the

3   second information transfer path ~~is~~ includes a wired network.

1   28. (Currently Amended) The information providing system of ~~according to~~ claim 2,

2   further comprising means for said customer to send a response request for said customer-

3   specific advertisement data to ~~wherein~~ said second information providing means, and

4   wherein said means for generating and transmitting said customer-specific advertisement

5   data transmits said customer-specific advertisement data ~~received by said at least one~~

6   ~~receiving terminal via said second information transfer path is~~ in response to receiving

7   said response request ~~an input by said customer~~.

1   29. (Currently Amended) The information providing system of ~~according to~~ claim 2,

2   further comprising:

3   means for said customer to send a response request, via said second transfer path,

4   for said customer-specific advertisement data to said second information providing

5   means, and for including with said response request a data identifying said customer and

6   identifying said pre-determined advertisement; and

7   evaluation means for sending a ~~making an evaluation for rewarding~~ reward data to

8   said customer based, at least in part, on said customer sending said response request

9   ~~responding~~ via said second information transfer path ~~to first information received via said~~

10   ~~first information transfer path~~.

1   30. (Currently Amended) The information providing system <u>of</u> ~~according to~~ claim 29,

2   wherein <u>said means for said customer to send a response request includes means for said</u>

3   <u>customer to select and send one or more from among a plurality of different values of</u>

4   <u>response requests, said values representing a corresponding plurality of different kinds of</u>

5   <u>commercial transactions,</u> ~~in case that said first information includes advertising~~

6   ~~information,~~ and said evaluation means <u>sends said reward data further based on the value</u>

7   <u>of said response request</u> ~~which makes an evaluation for rewarding said customer~~

8   ~~responding to a contribution degree to commercial transaction achievements relating to~~

9   ~~products or services as an object of an advertisement~~.

1   31. (Currently Amended) The information providing system <u>of</u> ~~according to~~ claim 2,

2   further comprising:

3   <u>means for said customer to send a viewing response data</u> ~~said second information~~

4   <u>identifying receipt of said advertisement data;</u>

5   ~~information management~~ means <u>for collecting a database of said viewing</u>

6   <u>response data</u> ~~managing communication information indicating that said first information~~

7   ~~was previewed by said customer~~; and

8   ~~information analysis~~ means for <u>analyzing said viewing response data to generate</u>

9   <u>an evaluation data representing statistics of customer viewing of said pre-determined</u>

10   <u>advertisement</u> ~~executing a collection and analysis process for said communication~~

11   ~~information to obtain an analysis result on a preview situation of said first information,~~

12   ~~which is to be offered to a provider of said first information~~.

32. (canceled)

33. (canceled)